

### REMARKS

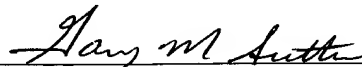
Claims 1-36 have been cancelled, and new Claims 37-56 are added. No new matter is added by these amendments.

In the Final Office Action dated November 11, 2004, the Examiner rejected Claims 1-36 under 35 U.S.C. § 103(a) as being anticipated by U. S. Patent No. 5,122,952 issued to Minkus.

In contrast to new Claim 37, Applicants find no teaching or suggestion in Minkus of a method involving a third party administrator for determining personality type to facilitate the delivery of personality based products, advice, or services, where the method includes the steps of: providing remote access to the system to a third party administrator utilizing an administrator computer; collecting from the administrator computer via the remote access identifying information related to an individual user; the administrator via the remote access selecting ones of the tests and questions in the database to be presented to the individual user; the administrator viewing the test results and question responses of the individual user; and the administrator matching the personality type of the individual user with a corresponding product, advice or service, on the basis of the test results and question responses.

In view of the amendments to the claims and the above remarks, Applicants believe that the claims of record now define patentable subject matter over the art of record. Accordingly, an early Notice of Allowance is respectfully requested.

Respectfully submitted,



Gary M. Sutter  
Reg. No. 31,574

MacMillan, Sobanski & Todd, LLC  
One Maritime Plaza, Fourth Floor  
720 Water Street  
Toledo, Ohio 43604  
(419) 255-5900